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31 October 1974

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MEMORANDUM TO: [REDACTED]

SUBJECT : Consumer Survey

1. The consumer survey we conducted in our section of State/EA revealed interesting differences in response at various levels. Assistant Secretary Habib and Deputy Assistant Secretary Hummel were unable to distinguish among the various Agency publications; they rely on their briefers to provide them with pieces of interest to them and do not concern themselves particularly with the source. (I did not poll Gleysteen since he has only just arrived.) The story was much the same with Country Directors; the one exception was Japan Country Director Sherman who expressed particular appreciation for the East Asia Notes which he enjoys because they are less processed than other output and consequently have a more individual flavor. Desk officers, by contrast, were fully aware and very appreciative of the EA Notes; a number commented that by the time the weekly came out they had seen the material of interest to them in other publications. Most officers polled said that they found CIA studies on subjects within their field generally useful; none singled any particular studies out for comment.

2. To understand these responses, it is necessary to understand that in State at the Assistant Secretary level and below, code word material, whether raw intelligence or in publications, is truly compartmentalized. All cleared officers are free to read this material in the RCI area of INR but, in EA, above the desk officer level, virtually none do so. Instead they rely on REA officers to bring them material of interest. The Assistant Secretary and his Deputies are briefed daily; Country Directors make their own arrangements with the analysts responsible for their countries. For those who do the briefing, which consists largely but not entirely, of selecting items, arranging them in some reasonable order, and presenting them to be read with or without comment, the arrangement, although time consuming, is satisfactory because it provides opportunities

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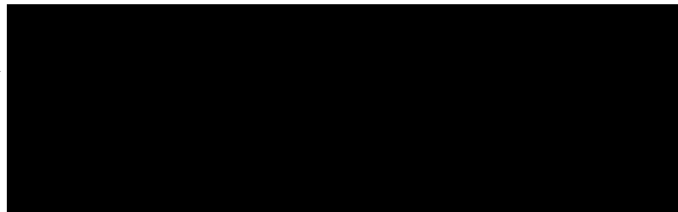
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for contact and exchange with policy officers. For those who are briefed it is an obvious convenience; the material is selected, arranged, and accompanied by someone who is presumed capable of answering any questions it may inspire. For both, it is important that the process not take too long. The briefer, when he uses a publication, accordingly tends to pull out the article he believes to be of interest or to clip it, and few briefers have the time to browse outside their areas.

3. The above is of course based entirely on REA experience; it may be that other offices in INR handle their briefing functions differently and have produced, in consequence, a more aware readership.

4. NIO/SSEA took care of DOD Abramowitz and the NSC Staffers.

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